

CLASSIC GOING CONTEMPORARY: IMPACT OF TRADITIONAL CRAFTS AND TEXTILES ON FUTURE FASHION

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ABSTRACT

Fashion Trend has been sporadic after pandemic. While at one end there has been the need for comfortable clothing, the other end expressed the requirement of chic classic fashion. One of the classic fashion trends gaining momentum globally, is the use of Traditional Handloom and Handicraft of India. The reasons for this trend can be cited as the need for sustainable and eco-friendly means to slow fashion and the rise of eastern cultures with its finesse in skilled textiles and crafts. India, on its way to bring up a better economy and to highlight its rich traditional handmade heritage, has also been instrumental in promoting and encouraging this sector.

This paper has been written with the intention to document notes on selected crafts and textiles, the classic designs and on creating contemporary fashion - couture and pret. The paper covers details on selected handloom and handicraft that is being used for contemporary designs, their relevance to the material culture of the place and their aesthetic speciality that makes it congruous. This research will walk through the designers showcase which displays the techniques, mix of various material, storytelling and their aesthetic decision to contemporise them. It also traces some of the other fashion players that have picked up the couture stories for their pret designs to reach the masses.

The methodology used is mainly through secondary methods with visual observations and primary research with comparative mapping of traditional techniques to contemporary fashion. The study is based on fashion journals, fashion weeks, designer shows, forecasting trends, fashion articles that were deeply considered to collect data along with the prolonged interviews conducted using triangulation methods between fashion & trend experts, artisans of traditional textile craft and design schools.

The study was overwhelming to discover that the traditional textiles and crafts are sustainable and are never out of fashion. The research concludes with a comparative mapping model as an insight which will be used as reference for the aspiring fashion designers and future generations.